



PERSONNEL COMMISSION

Class Code: 5266
Salary Range: 46 (M2)

ASSISTANT PUBLIC INFORMATION DIRECTOR

JOB SUMMARY

Under administrative direction, assist in planning, organizing, controlling and directing the internal and external communications of the Long Beach Unified School District; promote understanding, satisfaction, and support for the District through public awareness; serve as the primary spokesperson for assigned District departments and programs; perform related duties as assigned.

EXAMPLES OF DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Coordinate and implement effective methods for communicating District policies, programs, achievements, philosophies and events to the media, employees and the community. **E**
- Serve as the primary spokesperson for assigned District departments and programs such as the Facilities, Development and Planning branch and various bond measures. **E**
- Serve as a spokesperson for the District and liaison with the media as assigned; respond to news stories regarding the District by providing timely, accurate information without disruption of District operations; anticipate issues and prepare appropriate responses to diffuse controversy. **E**
- Attend and represent the District at a variety of meetings and conferences; establish and maintain positive working relationships with members of print, radio and television media; organize media site visits for events. **E**
- Encourage approved media stories and provide responses to requests for information that provide effective public understanding of District and department issues, objectives and accomplishments. **E**
- Compose written and oral communications such as speeches, press releases, news conference materials, flyers, newsletters and website content to convey information in accordance with District policies and procedures; maintain confidentiality of sensitive and privileged information. **E**
- Assure internal and external multimedia outlets and publications meet District and department objectives of communicating accurate, substantive and timely information; provide oversight to the District's social/emerging media platforms and content; post content to social/emerging media accounts. **E**

- Participate in developing a variety of proactive approaches and programs to enlist community interest and support for endorsement of bond issues, ballot measures, department initiatives and other District-supported school related legislation. *E*
- Assist in supporting individual schools, departments, the Board of Education and the Superintendent of Schools in actively communicating Board actions, education policies and procedures, District and department programs and information campaigns. *E*
- Assist in increasing community and parental involvement through communications strategies such as community forums, special events and District publications. *E*
- Supervise and evaluate the performance of assigned personnel; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions. *E*
- Participate in the development of departmental annual budgets; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations. *E*
- Provide technical expertise and information to administrators regarding assigned functions and participate in the formulation of policies, procedures and programs; advise administration of unusual trends or problems and recommend appropriate corrective action. *E*
- Prepare and direct the preparation and maintenance of a variety of reports, records and files related to assigned activities. *E*
- Operate a computer and assigned software; drive a vehicle to conduct work. *E*
- Perform related duties as assigned.

Note: At the end of some of the duty statements there is an italicized E, which identifies essential duties, required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.

DISTINGUISHING CHARACTERISTICS

The Assistant Public Information Director serves as the primary spokesperson for assigned departments and programs such as the Facilities, Development and Planning department and various bond measures and provides leadership for internal and external District communications. This position assists in the oversight of the Office of Public Information, which is designated to provide public information relative to District programs and to effect and maintain positive community relations. An incumbent maintains responsibility and accountability for information disseminated within the District, as well as to the public at large. This position works closely with the District's Webmaster and Office of Multimedia Services, which includes television media, graphic arts and multimedia special projects.

EMPLOYMENT STANDARDS

Knowledge of:

Principles, methods and theories of communication, public relations and marketing. Newspaper, radio, television and other communications media sources and resources. Elements of writing news releases and other media materials using correct English, grammar, spelling, punctuation and vocabulary.

Associated Press style and proofreading techniques.
General principles of layout, composition, use of graphics, and photography in communications.
Methods of producing compelling, jargon-free, and accurate communications.
Strategies for developing effective relationships when dealing with diverse viewpoints.
Major contemporary education issues.
Interpersonal skills using tact, patience and courtesy.
Public speaking techniques.
Social media writing, best practices, and analytics.
School district structure and operations.
Legislation related to freedom of press and free access to public information.
Evaluation, survey research and planning methodologies.
Principles and practices of administration, supervision and training.
Budget preparation and control.
Operation of a computer and assigned software.

Ability to:

Prepare a variety of communication materials such as speeches, press releases, news conference materials, newsletters, and social media and website content.
Serve as a spokesperson for the District or assigned departments and programs.
Speak extemporaneously to answer questions related to District issues.
Assure communications meet District quality standards.
Demonstrate initiative in seeking news opportunities for media use.
Prepare and deliver oral presentations.
Demonstrate empathetic listening and interpersonal skills with individuals from varying cultural and socioeconomic backgrounds.
Interpret, apply and explain laws, regulations, policies and procedures.
Maintain confidentiality of sensitive and privileged information.
Analyze situations accurately and adopt an effective course of action.
Accept and carry out responsibility for direction, control and planning.
Supervise and evaluate the performance of assigned personnel.
Communicate effectively both orally and in writing.
Prepare a variety of reports, records and files.
Plan and organize work.
Prioritize, schedule and complete work with many interruptions.
Develop and monitor assigned budgets.
Work independently with little direction.
Establish and maintain cooperative and effective working relationships with others.
Operate a computer and assigned software.

Education and Training

Bachelor's degree in public relations, journalism, communications or a related field. A Master's degree in one of these disciplines is desirable.

Experience communicating effectively, both orally and in writing, in Spanish is highly desirable.

Experience

Four years of media and public relations experience involving print, radio, internet and/or television including some experience as a spokesperson.

Public information and communications experience in a school district, municipality or other public agency is highly desirable.

Any other combination of training and experience, which likely provides the required knowledge and abilities, may be considered.

SPECIAL REQUIREMENTS

Positions in this classification require the use of a personal automobile and possession of a valid California Class C driver's license.

WORKING CONDITIONS

Office environment.

Driving a vehicle to conduct work.

Occasional evening and variable hours.

PHYSICAL DEMANDS

Dexterity of hands and fingers to operate office equipment.

Sitting for extended periods of time.

Seeing to read a variety of materials.

Hearing and speaking to exchange information and make oral presentations.

AMERICANS WITH DISABILITIES ACT

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

APPOINTMENT

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of one year during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.